

Maximizing Your Message Through Multi-Media



Who We Are



Peg Sallade

Project Director

DanversCARES Prevention Coalition



Jason Verhoosky

Youth Program Coordinator

DanversCARES Prevention Coalition

Workshop objectives

- Develop a Campaign

Part 1: Constructing Your Campaign

When you get ready to implement a
community prevention message,
what do you do?

Knowing your community



You Know
Your Community.
You Know Where
To Reach People.

Planning your communication campaign



What Local Problem Are You Addressing?
What Does The Data Say?

Planning your communication campaign



Who Is Your Primary Audience?

Planning your communication campaign



What Are You Trying To Change?
Does Your Message Matter?

List All The Types of Creative
Materials On Which You Have Ever
Seen A Message.

Planning your communication campaign



Think Outside The Box...

Planning your communication campaign



What Distribution Channels Are Available To You?

Part 2: Getting to know media

Media

Paid

Paying to leverage the power of a channel to deliver a message that drives viewers to another type of media or action.

Audience: Strangers

Owned

Dynamic Content in a controlled environment. Information as a reputable value added experience for all users.

Audience: Members

Earned

The viewer is the channel and the supporter. Built through engagement, relationships, content sharing, conversation and value.

Audience: Supporters

Media

Paid media

- Print Advertisement
- Online Web Ads
- Social Media Paid/Sponsored Posts
- Community Advertisement Opportunities
- Billboards
- Televised Commercials
- Movie Theater Preshow Advertising

Media

Paid media

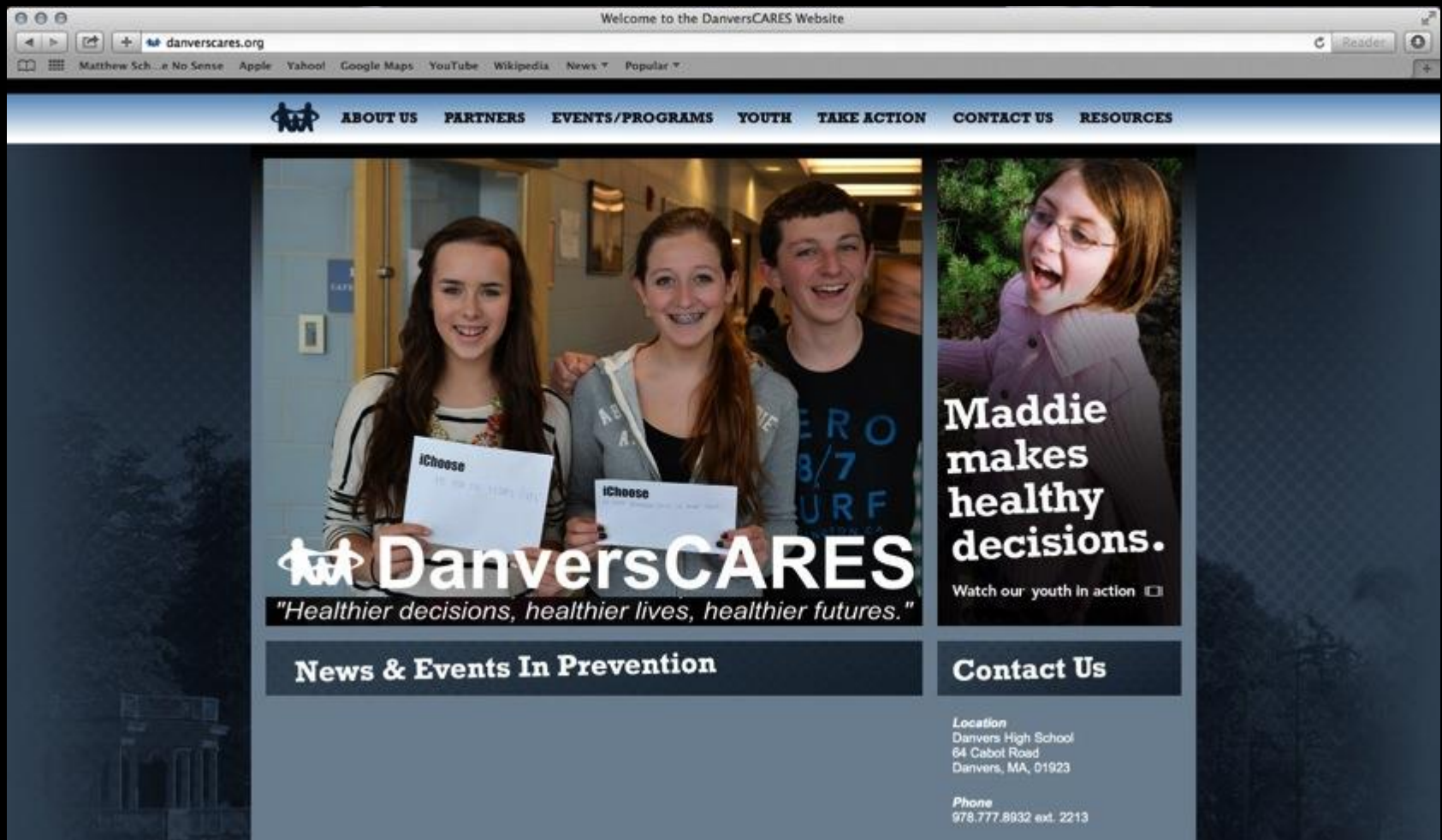


Media

owned media

- Website
- News Letters
- Direct Mail
- Coalition Meetings

Media owned media



Media

Earned media

- Print News Articles
- Letters To The Editor
- Social Media Audience and Engagement
- Blogging and Guest Blogging
- Community Events and Conversations
- Youth Activities and Promotion
- Word of Mouth

Media

Earned media



Media

Earned media



DanversCARES

Posted by Danielle LaRocque [?]

Liked · May 29 ·

Our Holtten-Richmond Middle School Youth Leadership Board made and designed five different photovoice posters that promote the iChoose campaign. These posters explain goals and healthy choices to get there, by also staying substance free, that our Youth Leadership Board members wanted to achieve. They will be hanging around HRMS, the Danvers YMCA, the library, and businesses around town! Keep an eye out for these posters and the healthy messages that are on them!

Tag Photo

Add Location

Edit

Unlike · Comment · Share

DanversCARES, Sandi Drover, Nancy Spignese, Deborah Arno and 2 others like this.

1 share

DanversCARES Great Job! Can't wait to hang a set in our DanversCARES Office. -Peg

Commented on by Peg Salade [?] · June 3 at 12:18pm · Like



Write a comment...

Suggested Pages

See All



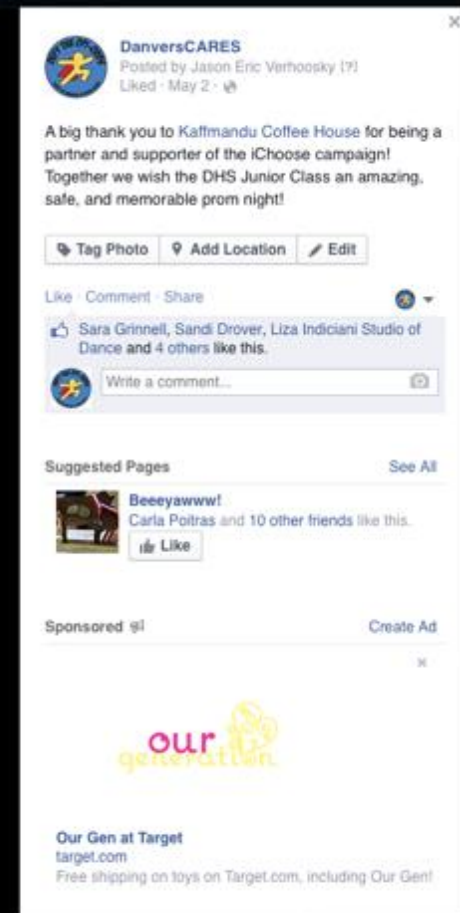
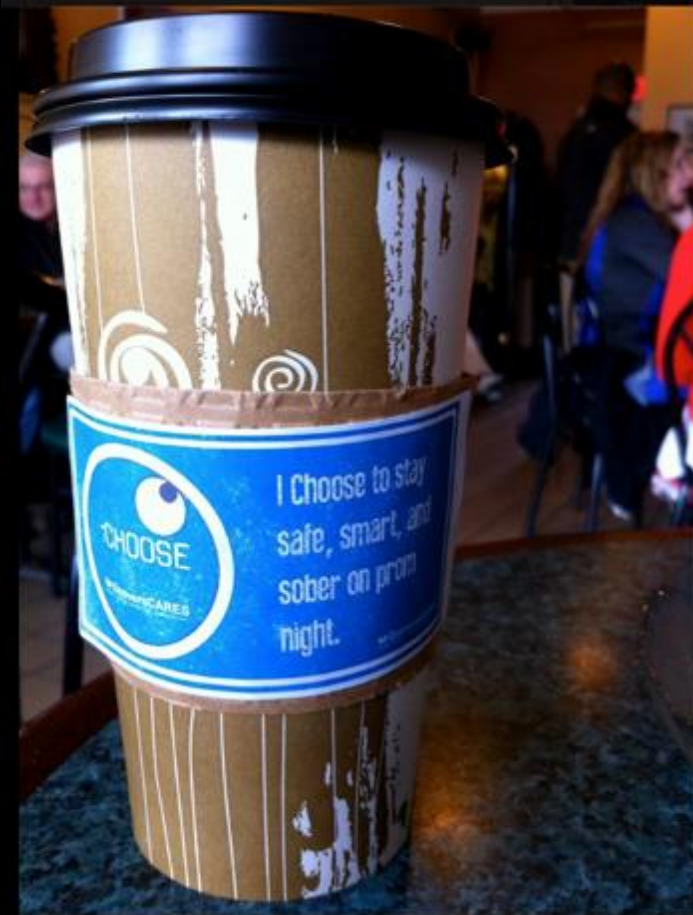
Right Wing News

1,291,430 people like this.

Like

Media

Earned media



Part 3: Getting social

OnLine Media



OnLine Media



Who is Your Audience?



OnLine Media



OnLine Media



**DanversCARES**
Posted by Jason Eric Verhoosky [?] · May 1 · 

Have you seen the iChoose message around town? Keep an eye out this week when you are getting your coffee at KaffMandu Coffee House or picking up a pizza from New Danvers House of Pizza for an iChoose message.

 Tag Photo  Add Location  Edit

Like · Comment · Share 

 Penelope B. Funaiole, Douglass Appliance Center Inc and 2 others like this.

 2 shares

 Sandi Drover nice! Is this a sticker?
May 1 at 11:04am · Unlike ·  1

 DanversCARES Yes...yes it is!
Commented on by Jason Eric Verhoosky [?] · May 1 at 11:09am · Like

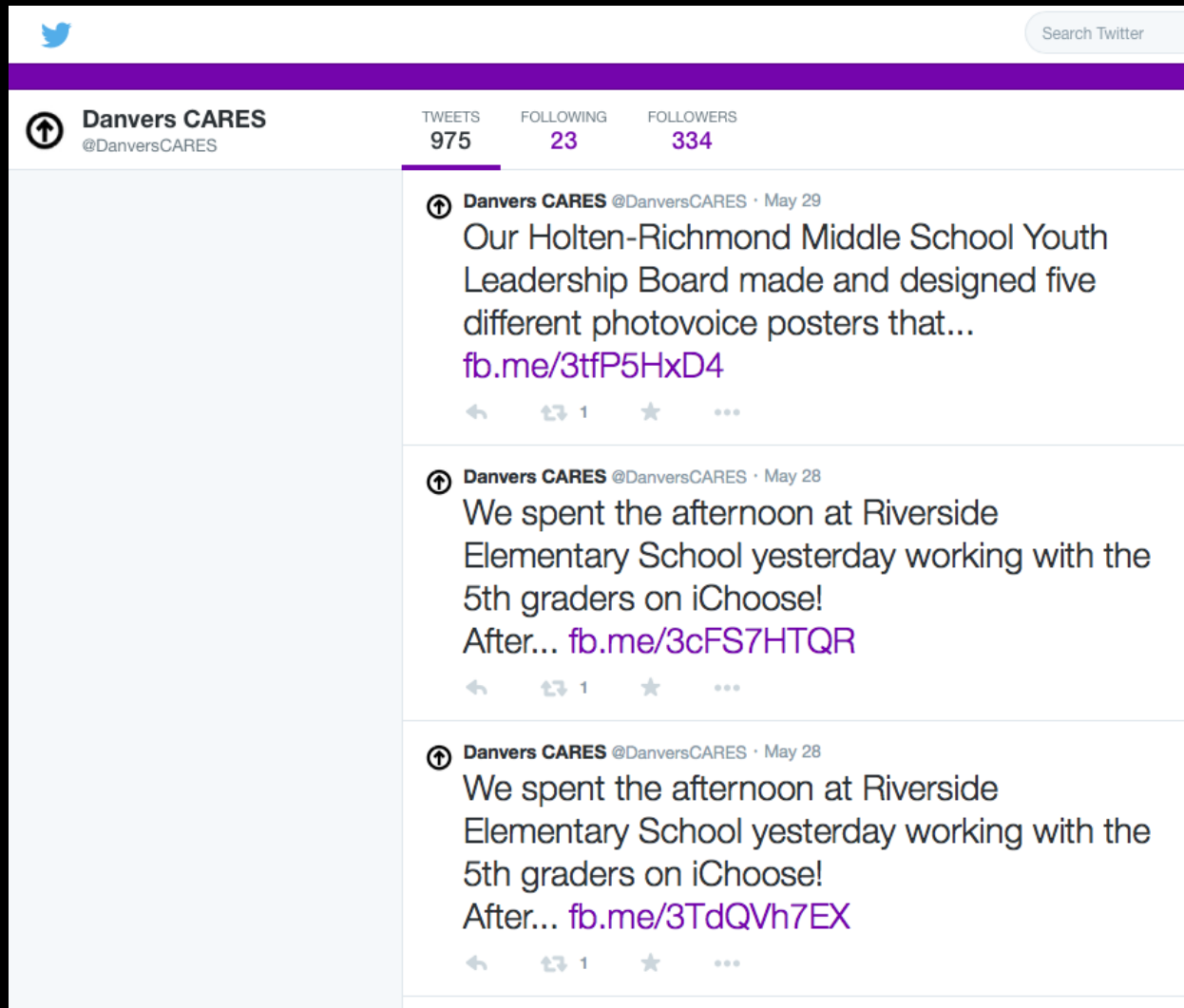
 Sandi Drover great idea DanversCARES... "eye catching", clear, readable and meaningful message. Are they stuck to the coffee cups and pizza boxes?
May 1 at 11:12am · Like

 DanversCARES Yes they are!
Commented on by Jason Eric Verhoosky [?] · May 1 at 11:17am · Like

 Sandi Drover well done! Creative way to deliver and important message.
May 1 at 12:30pm · Like

 Write a comment... 

OnLine Media



The screenshot displays the Twitter profile of Danvers CARES (@DanversCARES). The profile header includes the Twitter logo, the name "Danvers CARES", the handle "@DanversCARES", and statistics: 975 tweets, 23 following, and 334 followers. The tweets section shows three posts from May 28 and 29. Each tweet includes a location pin icon, the account name, the date, the text of the tweet, a Facebook link, and interaction icons for reply, retweet, like, and more options.

Profile: Danvers CARES @DanversCARES
TWEETS: 975 | FOLLOWING: 23 | FOLLOWERS: 334

Tweet 1 (May 29): Our Holten-Richmond Middle School Youth Leadership Board made and designed five different photovoice posters that... fb.me/3tfP5HxD4

Tweet 2 (May 28): We spent the afternoon at Riverside Elementary School yesterday working with the 5th graders on iChoose! After... fb.me/3cFS7HTQR

Tweet 3 (May 28): We spent the afternoon at Riverside Elementary School yesterday working with the 5th graders on iChoose! After... fb.me/3TdQVh7EX

Media

- Look at all channels, demographics and opportunities
- Form solid relationships with local media outlets
- Work with media professionals when your budget allows
- Set a media plan and timeline for all campaign and day-to-day work
- Consider the value, reach and scope of paid media prior to usage
- Always remember local factors
- You only get out what you put in

Where you effective?



iChoose Campaign May 2014

Media/Event	Deadline	Run Date	Distribution Numbers
Mailing Insert	9/6/13	Oct 2013	19,000
HRMS Youth Recruitment iChoose Tag It	Completed	January & February 2 days on site	60
YMCA Youth Night iChoose Activity	Completed	3/7/14	45
High School Lunch Time iChoose Tag It Activity & Nominations for testimonials iChoose Buttons	Week of 4/14 Photos of one youth, adult by 4/24 to hit first 1	May 1	1,000
HS Sticker Campaign with Businesses and iChoose Safe & Sober Prom Message	4/29	5/2 junior prom	# stickers # participating businesses
Street Banner High St iChoose Safe and Sober Prom	4/21	Week of 4/28	? Guestimate on viewership
Notification and shaping of testimonials; photos	Week of 4/28		
HS Leaders daily announcements of healthy choices		Week of 5/5	1000 x 5
HS leaders daily Facebook posts		Week of 5/5	5 posts x # views per post

Where you effective?



- Who saw it?
- Can they recall the campaign?
- Did they change their behavior/take action?
- Can they recall message sponsors?
- Did you build value for the coalition?

Where you effective

Danvers High School 30-Day Substance Use Trends 2008-2014

Indicator	2008	2010	2012	2014
30-day alcohol use	47%	46%	36%	35%
High risk drinking	45%	n/a	24%	19.5%

Maximizing Your Message

Challenge: When You Plan Your Next Campaign,
Are You Going To Maximize Your Message?
How Many Types of Media and Media Channels
Will You Use?

Questions



www.danverscares.org